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The claims of the application are amended as follows:

1. (currently amended): A system for creating customized greeting cards comprising a web server having associated therewith a database of categorized expressions, a database of categorized images, a selection process for entering user information used to search each database to form a reduced portion of each database that may be appropriate for selection by the user, means for a user to identify a particular expression and a particular image used to thereby define a customized three panel greeting card, an arrangement for associating with the customized three panel greeting card a related sale or promotion, a printing arrangement for printing the customized greeting card with associated sale or promotion provided on one panel of said three panel greeting card, and a delivery arrangement for physically delivering the printed greeting card to a recipient.
2. (original): A system as claimed in claim 1 wherein said delivery arrangement uses a postal address.
3. (original): A system as claimed in claim 1 wherein said customized greeting is associated with a sale of a gift product.
4. (currently amended): A system as claimed in claim 1 wherein said customized greeting card ~~is associated with an~~ includes a printed advertisement of a party different from the manufacturer of the card as said related sale or promotion.
5. (original): A system as claimed in claim 4 wherein said advertisement is a sales promotion.
6. (currently amended): A system as claimed in claim 1 wherein said sale or promotion of said customized greeting card ~~is associated with a gift certificate delivered with the card~~.

7. (cancelled)

8. (cancelled)

9. (original): A system as claimed in claim 1 wherein a gift is sent with said card and said gift is selected using said website.

10. (original): A system as claimed in claim 1 wherein said greeting card and the delivery thereof are free to said user.

11. (currently amended): A system as claimed in claim 1 wherein a cost of manufacture of said greeting card is at least partially funded by said associated sale or promotion.

12. (original): A system as claimed in claim 11 wherein said website includes advertisements viewed when using said website.

13. (original): A system as claimed in claim 9 wherein said website based on user provided information makes a series of recommendations of appropriate gifts available using said website.

14. (original): A system as claimed in claim 1 wherein at least one of said images and said expressions are categorized by occasion.

15. (original): A system as claimed in claim 1 wherein the categorization of said expressions is used as part of the categorization of said images.

16. (currently amended): A system as claimed in claim 1 wherein said sale or promotion is an advertisement partially selected based on the information entered by the user.

17. (original): A system as claimed in claim 1 wherein said website includes a database of advertisers and related criteria used to

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pair an advertisement with an appropriate customized greeting card.

18. (original): A system as claimed in claim 17 wherein the cost of the advertisement paired to a greeting card is used to subsidize the cost of the greeting card charged to the user.

19. (original): A system as claimed in claim 1 including a database of corporate marketing information.

20. (original): A system as claimed in claim 20 including databases of categorized expressions and categorized images appropriate for corporate greeting or acknowledgement cards.

21. (currently amended): A process of creating customized corporate communications comprising

accessing a web server having associated therewith a database containing a series of specific corporate communications associated with a particular corporate/client event and a database containing a series of marketing communications associated with the wares and/or services of the corporation,

selecting an appropriate specific corporate communication and providing client information to allow sending of said corporate communication to at least one client,

producing a printed customized three panel corporate communication card having said selected specific corporate communication and at least one marketing communication associated with the wares and/or services of the corporation, and

sending said printed customized corporate communication to an address associated with said client information.

22. (original): A process as claimed in claim 21 including said web server including a database of corporations authorized to produce customized communications and said database of specific corporate communications and said database containing said series of

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marketing communications are divided to be specific to particular corporation.

23. (original): A process as claimed in claim 22 wherein each printed customized communication includes identification of the corporation as the producer of the printed customized communication.

24. (original): A process as claimed in claim 21 wherein said printed customized communication is a greeting card or an acknowledgement card.

25. (currently amended): A process as claimed in claim 24 wherein said specific corporate communication includes a database of images of images uploaded to said website specific to the corporation and said process includes selecting of an image of said database of images as part of the printed customized communication.